REMARKS/ARGUMENTS

This Amendment is in response to the Office Action dated January 4, 2006. Claims 1-52 are pending in the present application. Claims 6-8, 10-13, 25-35, 39-41, and 43-46 have been withdrawn from consideration. Claims 1-5, 9, 13-24, 35-38, 42, and 47-52 have been rejected. Claims 1-52 remain pending. For the reasons set forth more fully below, Applicant respectfully submits that the claims as presented are allowable. Consequently, reconsideration, allowance, and passage to issue are respectfully requested.

Specification

The Examiner has stated:

> **The use of the trademark NETFLIX.COM has been noted in this application. It should be capitalized wherever it appears and be accompanied by the generic terminology. ...**

In response, the specification has been amended in accordance with the Examiner's suggestions to address the above-referenced objections . Specifically, the term "www.imdb.com" has been replaced with the term "the WWW.IMDB.COM Web site," and the term "www.netflix.com" has been replaced with the term "the WWW.NETFLIX.COM Web site."

Claim Rejections - 35 U.S.C. §102

The Examiner has stated:

> **Claims 1, 2, 9, 13, 14, 35, 36 and 42 are rejected under 35 U.S.C. 102(b) as being anticipated by Kawecki et al., U.S. Patent Number 5,963,625 (hereinafter referred to as "Kawecki et al.").**
> **Referring to claim 1.** Kawecki et al. discloses a method for providing a business-to-business network service for applications used by service providers (*see, e.g.,* col. 3, line 36 through col. 4, line 44), comprising the steps of:

(a) providing a central application capable of communicating with at least two applications over a public network (col. 3, lines 36-40 and col. 6, lines 16-32 – note the central application is the network control point ("NCP"), the at least two applications are the sponsors, and the public network can be telecommunications including Internet);

(b) providing a repository database for storing customer information that spans more than one of the service providers (col. 3, lines 36-47, col. 6, lines 26-30, and col. 7, lines 25-36 – note the repository database comprises the first and second ANI data tables); and

(c) allowing the applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications (col. 8, lines 29-31)....

Claims 47-52 are rejected under 35 U.S.C. 102(e) as being anticipated by Sherr et al., U.S. Pat. App. Pub. No. US 2002/0154157 A1 (hereinafter referred to as "Sherr et al.")...

Applicant respectfully disagrees with the Examiner's rejections. The present invention provides a method for providing a business-to-business network service for applications used by service providers. In accordance with the present invention, the method comprises providing a central application capable of communicating with at least two applications over a public network; providing a repository database for storing customer information that spans more than one of the service providers; and allowing the applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications. Kawecki does not teach or suggest these features, as discussed below.

Kawecki discloses a method for providing called service provider control of caller access to pay services. The method provides for the establishment of service provider criteria controlling whether a particular call to a pay service provider is blocked or passed through a toll network to the pay service provider. For example, an undesirable ANI table is established for all callers who are undesirable for one reason or another, for example, if they have not paid for previously ordered products or pay for information service calls. Moreover, a pay service provider may establish a minimum call score and a caller score table whereby a caller having a

good payment history may accumulate a high caller score. The caller score is compared with the minimum call score and the call blocked if the minimum call score is not exceeded. Moreover, by providing the method of pay service processing as close to call origination as possible, required preamble and other announcements are provided from this origination point rather than from the service provider location. (Abstract.)

However, Kawecki does not teach or suggest the combination of providing "a central application capable of communicating with at least two applications over a public network" and allowing the "applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications," as recited in independent claims 1, 13, and 35. The Examiner has referred "sponsors" of Kawecki as disclosing the at least two applications (column 3, lines 36-40, and column 6, lines 16-32). However, column 3, lines 36-40, and column 6, lines 16-32, of Kawecki mention sponsors, but nowhere do these sections of Kawecki describe the applications as recited in the present invention.

Kawecki also does not teach or suggest allowing "applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications" as recited in the present invention. The Examiner has referred to column 8, lines 29-31, of Kawecki as teaching this feature. However, Kawecki does not teach or suggest that sponsors query a database. Instead, Kawecki at column 8, lines 29-31, states that a "toll switch 120" "formulates a query to the NCP 170." The toll switch 120 is clearly different from the sponsor 140, and the NCP 170 is clearly different from the database 180. Furthermore, based on the query from the toll switch, the NCP executes various functions based on a calling

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parties call (column 8, lines 29-56), and none of these functions include allowing "applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications" as recited in the present invention.

Therefore, Kawecki does not teach or suggest the combination of steps as recited in independent claims 1, 13, and 35, and these claims are allowable over Kawecki.

Independent claim 35

Similar to independent claim 1, independent claim 35 recites a combination of "providing a central application capable of communicating with at least two rental chain applications over a public network" and "allowing the rental chain applications to query the repository database through the central application, thereby making the customer information accessible to each of the rental chain applications." As described above, with respect to independent claim 1, Kawecki does not teach or suggest these features. Accordingly, the above-articulated arguments related to independent claim 1 apply with equal force to claim 35. Therefore, claim 35 is allowable over Kawecki for at least the same reasons as claim 1.

Independent claim 47

As stated above, the Examiner has rejected claim 47 under 35 U.S.C. 102(e) as being anticipated by Sherr. Sherr discloses a website system and process for selection and delivery of electronic information on a network. A user interface for use with a content item's delivery apparatus and method that simulates the look and feel of a video rental store. Rental of the content items occurs within an online environment including one or more client computers and at

least one network server connected by a communications link to the one or more client computers. The method includes providing access to an online catalog stored within a memory of a network video server computer and displayed on a main website. The online catalog includes information regarding digital video signals available for rental from the network server computer. The digital video signals may be displayed as virtual video boxes on a virtual carousel or on virtual shelves. The user may select a digital video signal and purchase a license to view the selected digital video signal based on an access level selected by the user. (Abstract).

However, Sherr does not teach or suggest "displaying indicators adjacent to each movie title on the list that allow the user to take action with respect to a particular movie title, thereby eliminating the need for the user to navigate to a separate movie title page in order to take the action," as recited in independent claim 47. The Examiner has referred to Figures 2 and 5-10 as disclosing these features. However, Figures 2 and 8 of Sherr merely show a home page with a list of "Top Five Rentals," and the home page does not display indicators adjacent to each movie title. Figures 5-7 and 9-10 of Sherr clearly do not show a list of movie titles. In contrast to Sherr, referring to Figure 3 of the present invention, indicators 104, 106, and 108 are displayed adjacent to each movie title, which allows a "user to take action with respect to a particular movie title, thereby eliminating the need for the user to navigate to a separate movie title page in order to take the action."

Claim Rejections - 35 U.S.C. §103

The Examiner has stated:

> **Claims 3, 15 and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kawecki et al. in view of Javed et al., U.S. Pat. App. Pub. No. US 2005/0273827 A1 (hereinafter referred to as "Javed et al.")...**
> **Claims 4, 5, 16-19 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kawecki et al. in view of Javed et al. and further in view of Sherr et al. ...**
> **Claims 20-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kawecki et al. in view of Javed et al. further in view of Sherr et al. and further in view of Forth et al., U.S. Pat. No. US 6,853,978 B2 (hereinafter referred to as "Forth et al.")...**

Applicant respectfully disagrees with the Examiner's rejections. Dependent claims 3-5, 15-24, and 37-38 depend from independent claims 1, 13, and 35, respectively. Accordingly, the above-articulated arguments related to independent claims 1, 13, and 35 apply with equal force to claims 3-5, 15-24, and 37-38, which are thus allowable over the cited references for at least the same reasons as claims 1, 13, and 35.

Remaining dependent claims

Dependent claims 2, 9, 14, 36, 42, 48-52 depend from independent claims 1, 13, 25, and 47, respectively. Accordingly, the above-articulated arguments related to independent claims 1, 12, and 25 apply with equal force to claims 2, 9, 14, 36, 42, 48-52, which are thus allowable over the cited references for at least the same reasons as claims 1, 13, 25, and 47.
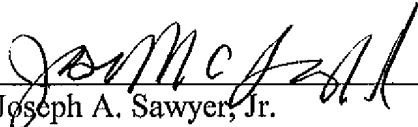
Conclusion

In view of the foregoing, Applicant submits that claims 1-5, 9, 13-24, 35-38, 42, and 47-52 are patentable over the cited references. Applicant, therefore, respectfully requests reconsideration and allowance of the claims as now presented.

Applicant's attorney believes that this application is in condition for allowance. Should any unresolved issues remain, the Examiner is invited to call Applicants' attorney at the telephone number indicated below.

Respectfully submitted,

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